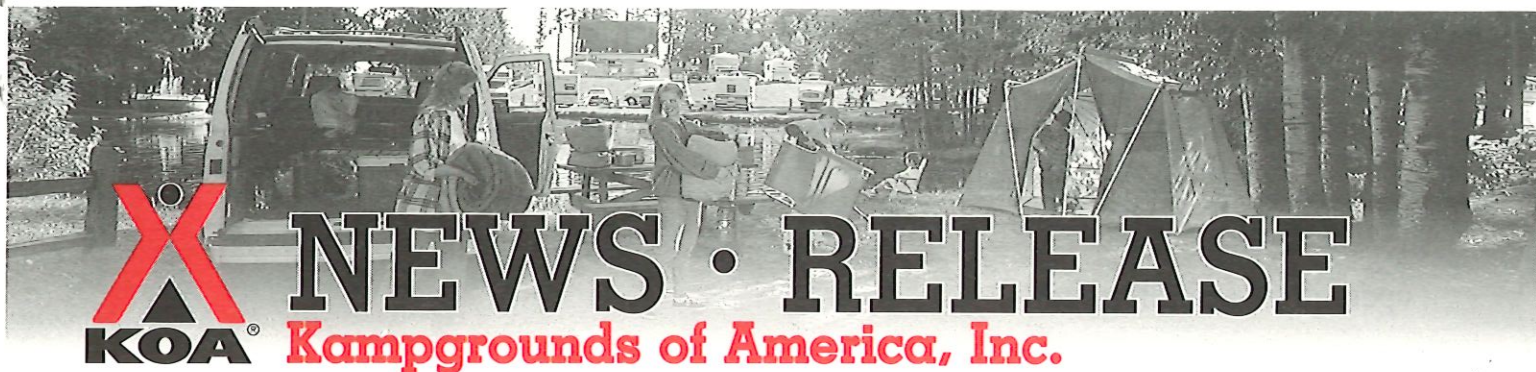




FOR IMMEDIATE RELEASE:

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'KYBERSPACE' BRINGS KOA-STYLE KAMPING TO THE 'NET

Browse KOA's WWW home page for campground info and more!

BILLINGS, MT--Welcome to KOA Kyberspace--where any (and every!) KOA Kampground in the world is at your fingertips in just a matter of keystrokes. Simply call up the KOA home page (<http://www.koakampgrounds.com/>), then choose your direction from menu buttons set to guide everyone from neophyte campers to experts.

While new and first-time campers are finding out "Who is KOA" and "What to do at KOA," experts can go straight to "Where is KOA" to check out the specifics--amenities, rates and detailed locator maps--of KOA Kampgrounds along

(More)

upcoming vacation routes.

Need a hard copy of the details to carry on your trip? Click on "Directory" to find out how to pick up or order a copy of the *KOA Directory, Road Atlas and Camping Guide*. Or, try clicking on "What's new at KOA" to see the latest KOA camping info.

Ready to get those vacation plans rolling? Click on "Reservations" for easy instructions, then use the "1-800-KOA Konnection" direct-to-the-campground toll-free reservations phone number (included in each campground's detailed information listing in "Where is KOA") to make reservations at your favorite location.

Or, are you new to the Web and need some help navigating in Kyberspace? No problem! Just click on "Help" for a little assistance. Want to share an idea? Click on "Suggestions," and your comments will go straight to KOA headquarters via e-mail.

If all this surfing has you excited about the camping business, KOA

(More)

Kyberspace will show you what it takes to "Own a KOA." Just click on the button for more information.

Now that surfing KOA Kyberspace has you hyped for a camping vacation, what's stopping you? Find your favorite KOA Kampgrounds in "Where's KOA," make reservations using the toll-free KOA Konnection phone numbers, and get ready for a great time in the great outdoors!

Established in Billings, Mont. in 1962, KOA Inc. is the franchised family campground industry leader with more than 75,000 sites at hundreds of campground locations in North America and abroad. KOA Kyberspace can be reached on the WWW at **<http://www.koakampgrounds.com/>**

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